

**AMENDMENT UNDER 37 C.F.R. 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 2623
PATENT**

**Application 09/945,350
Attorney Docket 2005P12937US (1120-004)**

AMENDMENTS TO THE CLAIMS

1 – 49 (Cancelled).

50. (Previously Presented) A method comprising:

at a server, the server adapted to monitor previous displays of a specified advertisement and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified advertisement, the server adapted to change advertisement content responsive to the disapproval by advertisement viewers:

receiving a plurality of event messages that are each sent from one of multiple Set-Top Boxes in response to an interaction with the one Set-Top Box by one or more viewers of a corresponding display device associated with the one Set-Top Box;

identifying, from the event messages, viewers to whom digital content is currently being presented; and

selecting, based on the identified viewers, distinct digital content to be presented to multiple display devices, a first subset of the distinct digital content selected for presentation in a manner so as to minimize interest in the identified viewers in continuing to view the presentation of digital content.

51. (Previously Presented) The method of claim 50 wherein the selected digital content is the specified advertisement.

52. (Previously Presented) The method of claim 51 wherein the specified advertisement is selected based on demographics of the one or more viewers.

53. (Previously Presented) The method of claim 52 wherein the specified advertisement is selected only when the demographics of the one or more viewers exceeds a threshold.

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54. (Previously Presented) The method of claim 51 wherein the specified advertisement is selected based on a number of viewers.

55. (Previously Presented) The method of claim 54 wherein the specified advertisement is selected only when the number of viewers exceeds a threshold.

56. (Previously Presented) The method of claim 50 wherein the selected digital content is presented on the multiple display devices only temporarily.

57. (Previously Presented) The method of claim 50 wherein the distinct digital content is selected based on a change in demographics of the identified viewers in at least near real-time.

58. (Previously Presented) The method of claim 50 wherein the distinct digital content is selected based on a change in a number of the identified viewers in at least near real-time.

59. (Previously Presented) The method of claim 50 wherein the distinct digital content is selected based on a real-time change in the identified viewers.

60. (Previously Presented) The method of claim 50 including sending the selected digital content to display devices for presentation.

61. (Previously Presented) The method of claim 50 including notifying a content server to send the selected digital content to multiple display devices for presentation.

62. (Previously Presented) The method of claim 50 wherein the distinct digital content is one of multiple different groups of content available for selection, and wherein a second subset of the distinct digital content is selected for presentation in a manner so as to maximize

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revenue provided by a third party based on the identified viewers.

63. (Previously Presented) The method of claim 50 wherein the distinct digital content is one of multiple different groups of content available for selection, and wherein a second subset of the distinct digital content is selected for presentation in a manner so as to maximize interest in the identified viewers in continuing to view presentation of content.

64. (Previously Presented) A method comprising:

at a server, the server adapted to monitor previous displays of a specified advertisement and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified advertisement, the server adapted to change advertisement content responsive to the disapproval by advertisement viewers:

receiving a plurality of event messages that are each sent from one of multiple Set-Top Boxes in response to an interaction with the one Set-Top Box by one or more viewers of a corresponding display device associated with the one Set-Top Box:

identifying, from the event messages, viewers to whom digital content is currently being presented; and

selecting based on the identified viewers distinct digital content to be presented to multiple display devices:

wherein the distinct digital content is one of multiple different groups of digital content available for selection, and wherein the distinct digital content is selected for presentation in a manner so as to minimize interest in the identified viewers in continuing to view presentation of digital content.

65. (Previously Presented) The method of claim 50 wherein the distinct digital content is one of multiple different groups of digital content available for selection, and wherein a second subset of the distinct digital content is selected for presentation in a manner so as to

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maximize interest in viewers to whom other digital content is being presented to select the distinct digital content for viewing.

66. (Currently amended) A computer-readable storage medium encoded with computer software adapted to cause a computing device to perform a method comprising:

at a server, the server adapted to monitor previous displays of a specified advertisement and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified advertisement, the server adapted to change advertisement content responsive to the disapproval by advertisement viewers:

receiving a plurality of event messages that are each sent from one of multiple remote computing devices in response to an interaction with the one remote computing device by one or more viewers of a corresponding display device associated with the one remote computing device;

identifying, from the event messages, viewers to whom digital content is currently being presented; and

selecting based on the identified viewers distinct digital content to be presented to multiple display devices, wherein the distinct digital content is selected for presentation in a manner so as to minimize interest in the identified viewers in continuing to view the presentation of digital content.

67. (Previously Presented) A method comprising:

at a server, the server adapted to monitor previous displays of a specified advertisement and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified advertisement, the server adapted to change advertisement content responsive to the disapproval by advertisement viewers:

receiving one or more event messages from a Set-Top Box that are each in response to an interaction with the Set-Top Box by one or more viewers of an associated television;

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identifying, from the event messages, one or more viewers to whom digital content is currently being presented; and
selecting based on the identified one or more viewers distinct digital content to be presented to the television, wherein the distinct digital content is selected for presentation in a manner so as to minimize interest in the identified one or more viewers in continuing to view the presentation of digital content.

68. (Previously Presented) The method of claim 67 wherein the distinct digital content is selected based on demographics of multiple viewers of the television.

69. (Previously Presented) The method of claim 67 wherein a certain advertisement is selected as the distinct digital content based on real-time demographics of the one or more viewers.

70. (Previously Presented) The method of claim 67 wherein the distinct digital content is selected based on a type of one or more interactions that are not content control instructions.

71. (Currently amended) A computer-readable storage medium encoded with computer software adapted to cause a computing device perform a method comprising:

at a server, the server adapted to monitor previous displays of a specified advertisement and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified advertisement, the server adapted to change advertisement content responsive to the disapproval by advertisement viewers:

receiving one or more event messages from a remote computing device that are each in response to an interaction with the remote computing device by one or more viewers of an associated television;

identifying, from the one or more event messages, one or more viewers to whom digital content is currently being presented; and

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selecting, based on the identified one or more viewers, distinct digital content to be presented to the television, wherein the distinct digital content is selected for presentation in a manner so as to minimize interest in the identified one or more viewers in continuing to view the presentation of digital content.

72 – 102 (Cancelled).